



IN THE UNITED STATE PATENT AND TRADEMARK OFFICE

Applicant: Robert K. Samson  
Serial No.: 09/766,277  
Filed: January 19, 2001  
For: INVESTMENT GUIDANCE SYSTEM WHICH ENABLES INDIVIDUALS TO RATE AND  
SELECT ASSETS BASED ON PERSONAL INVESTMENT PREFERENCES  
Examiner: Daniel S. Felten  
Art Unit: 3693

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION DATED JULY 31, 2007**

Sir:

In response to the Office Action dated July 31, 2007, please amend the application as follows and consider the following remarks.

**A List of Claims** begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.